

News Release

Chinaplas 2023: BASF showcases a total solutions shoe concept co-created with the Pou Chen Group

- **BASF's materials solutions enable the development of sustainable yet stylish, comfortable, and functional shoes**
- **BASF at Chinaplas 2023: Hall 17; Booth no. 17F71, Shenzhen World Exhibition & Convention Center, China**

Shenzhen, China – 14 March 2023 – At Chinaplas 2023, BASF will showcase a total solutions shoe concept co-created with the Pou Chen Group (“Pou Chen”) - a leading footwear manufacturer in Taiwan, and the largest branded athletic and casual footwear manufacturer in the world - to meet the growing footwear trend for the use of sustainable materials and innovative ways to reduce environmental impact.

“The strong collaboration between Pou Chen and BASF was the key to the success of the total solutions shoe concept. By leveraging on our strengths, we were able to speed up the design and development process of a sustainable yet stylish, comfortable, and functional shoe,” said Andy Postlethwaite, Senior Vice President, Asia Pacific, Performance Materials, BASF.

The total BASF solutions shoe is made entirely of BASF's innovative and high-performance material solutions:

- The shoe upper part is made with environmentally friendly Haptex[®] synthetic leather solution. It is also the only polyurethane solution made without the use of organic solvents that is available with an embossing effect.

- The bootie is made with 100% recyclable thermoplastic polyurethane (TPU) fiber Freeflex™. The fiber bonds easily with TPU film and enable the no-sew technology. Freeflex also provides great haptics and excellent stretch. Further, it possesses excellent abrasion resistance.
- The midsole is made with Ultrasint® TPU 88A, a 100% recyclable 3D printing material providing high flexibility in product design and excellent performance adjusted with lattice design. Ultrasint TPU 88A is ideal for producing parts requiring shock absorption, energy return, and flexibility. Its outstanding hydrolysis and abrasion loss features also meet the mechanical requirements of the midsole.
- The outsole is made with bio-based thermoplastic polyurethane (TPU) Elastollan® N65A12PU. The material possesses excellent abrasion loss. As biobased products are made from renewable resources, they do not deplete fossile resources like fossil fuels.

The concept shoe was developed with the resources of BASF's [Footwear Innovation Center](#), now located in the BASF site in Changhua, Taiwan.

“By providing partners - such as the Pou Cheng Group - direct access to our advanced technologies and high-performance materials at our Footwear Innovation Center, we are helping them advance in the footwear market,” added Mr Postlethwaite.

The BASF's [Footwear Innovation Center](#) houses the latest footwear manufacturing technologies to optimize manufacturing processes and improve efficiencies. For example, the biomechanics lab enables testing and refining material innovations within a shorter timeframe.

For updates on BASF at Chinaplas 2023, click [here](#). For the latest information on BASF at Chinaplas 2023, follow our BASF PM WeChat Channel.



About Pou Chen Group

Pou Chen Corporation (“Pou Chen”) was founded in September 1969 with canvas and rubber footwear as major products initially. Thereafter, Pou Chen focused on athletic and casual footwear manufacturing, and has also expanded into brand licensee business and sportswear retail business in recent years. Currently, Pou Chen has transformed itself to be an industrial holding company, its two core businesses, footwear and retail, are mainly operated by its subsidiaries and affiliates (collectively, “Pou Chen Group” or “the Group”).

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.